

Saturday, June 11, 2011

Significant Tetrads by M. McLuhan



[Marshall McLuhan, *et cetera* , June, 1977]

"These ratios also extend to the four irreducible relations in technology. For example:

1. THE LAWS OF EQUILIBRIUM :

- (A) Any input amplifies or intensifies some situation (inflates)
- (B) Obsolesces existing homeostasis or balance
- (C) Recreates an older mode of equilibrium (e.g., Eliot – "Auditory Imagination")
- (D) When pushed to its limits, the system reverses its modalities

2. METAPHOR :

- (A) Enhances awareness of relations
- (B) Obsolesces simile, metonymy, connected logic
- (C) Retrieves understanding, "meaning" via replay in another mode
- (D) Reverses into Allegory

3. TETRAD :

- (A) Intensifies awareness of inclusive structural process
- (B) Obsolesces logical analysis and "efficient causality"



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Pied Pipers [marsh]All



"The urgent effort of the poets to gain a hearing for their intuitions is always lost on the public."

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(C) Retrieval mode: Metaphor

(D) Reversal: technology (hardware) becomes word (software)

4. VERBUM (utterance) :

(A) Intensifies and crystallizes percept - as word (thing)

(B) Obsolesces the merely sensory via perceptual interplay

(C) Retrieval: transference of power from things to word-as-vortex

(D) Reverses into the conceptual (replay of meaning-minus-the-experience)

5. SPOKEN WORD (mirror of the mind: CANON is mirror of the voice, when one voice repeats or reflects what another has stated) :

(A) "Speak that I may see thee." (Title of book by Harold Stahmer)

(B) Obsolesces the subhuman

(C) Retrieves past experience

(D) Group awareness and class structure

6. SLANG :

(A) Intensifies the new

(B) Obsolesces conventional vagueness, spectrum of meanings

(C) Retrieves unconventional primal gesture

(D) Reverses into cliché

7. TALKING DRUM :

(A) Enhances resonant interval, rhythm

(B) Obsolesces the merely vocal

(C) Retrieves gesture and dance

(D) Reverses into song, sob, or scream

8. MIRROR ("miran" - to wonder) :

(A) Enhances ego by repetition and self-advertisement; echo-matching of a figure-MINUS-its-ground; instrument for SELF-portraiture (Rembrandt, etc.); adjunct of phonetic literacy via visual intensity; (print has the same effect for the user - i.e., self-advertisement)

(B) Obsolesces the corporate mask and corporate appearance (costume); dress replaces costume

(C) Retrieves the mode of Narcissus (magic, metamorphic tunnel vision); mirror as sitter, painter as audience and as admirer

(D) Reverses into "making" process as outlook becomes insight

9. PRINTED WORD :

(A) Amplifies private authorship, the competitive, goal-oriented individual; (letters are an extension of the teeth, the only lineal and repetitive part of the body; as Harold Innis explains, writing on paper leads to military bureaucracies)

(B) Obsolesces slang, dialects, and group identity; separates composition and performance, divorces eye and ear

(C) Retrieves tribal elitism, charmed circles, the "neck verse"; (print makes everyone a reader, and Xerox makes everyone a publisher)

(D) With filio from manuscript into mass production via print, there comes the corporate reading public and



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Important Dates

* Feb 22. International (pre-) conference begins. Conference call numbers and additional material on the seminars (colloquia) can be found in the ABOUT section.

* CFP closes December 2, 2011.

* Registration closes: December 01, 2011* (conditions may apply).

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PROBE : "Mystery Body"

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Lewis ...

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Update/Remix

"The Man Who Came to
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PROBE: The Establishment

PROMPT: Fragments, Odds
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PROBE: Obsolete Dichotomy
As Strategic Put On

Books "Sampled" In Marshall
McLuhan's War and Peace...

PROMPT : Le Pelerin - The

the "historical sense"

10. RADIO :

(A) Enhances simultaneous access to the entire planet: "On the air you're everywhere!"

(B) Obsolesces wires and cables and physical bodies; end of rational and lineal; end of Euclidean space; end of Western Time and Space

(C) Retrieves tribal ecological environments - trauma, paranoia, and the primacy of the right hemisphere of the brain; (radio was the hidden ground to the figure of the retrieved Prohibition of drug abuse in the television age)

(D) World reverses into "talking picture" - audience as actor participating in its own actor-experience"

- Marshall McLuhan, *et cetera*, June, 1977, pp.177-78

Posted by fivebodied at 4:25 AM



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Crook, 15 November ...

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PROBE : "Hidden Ground" of
Winnipeg School

The Southern Quality, The
Sewanee Review,
Summer, ...

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ENEMY SESSIONS Recap:
Sessions 1 to 8

PROMPT: Espionage
Becomes An Art Form

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McLuhan Letter to Fuller,
September 17, 1964

RARE: "FOOTPRINTS IN THE
SANDS OF CRIME."
Sewanee ...

PROBE LIST: 195 to 207

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PROBE: Unabomber

PROBE: Literacy

PROBE: Axe on Thwacks on Thwacks, Axenwise

PROMPT: Post-Script

PROBE: Genuine Fake

PROBE: "The Gap is Where the Action Is"

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PROBE: Winnipigeon (Go Jets Go I)

PROMPT: Object Oriented

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- The McLuhan Salon
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- The New American Vortex (dissertation)
- Bibliography (McLuhan.ca Global Research Network)
- The Medium is the Massage (album) @ UBUWEB
- Bibliography (by G. Lynne Alexandrova)
- Speaking Freely (hosted by Edwin Newman, featuring Marshall McLuhan)
- Aspen 4: The McLuhan Issue
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- McLuhan at Digital Lantern
- McLuhan on WIKIPEDIA
- Full Text of Understanding Media
- WIRED, Wisdom of the Holy Fool
- McLuhan Galaxy (by Alex Kusksis)
- Marshall & Me (by Michael Hinton)
- Figure/Ground
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